



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/077,282	02/14/2002	James E. McFaddin	085804-010401	5565
76058	7590	01/08/2008	EXAMINER	
YAHOO! INC. C/O GREENBERG TRAURIG, LLP MET LIFE BUILDING 200 PARK AVENUE NEW YORK, NY 10166			SHELEHEDA, JAMES R	
			ART UNIT	PAPER NUMBER
			2623	
			MAIL DATE	DELIVERY MODE
			01/08/2008	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	10/077,282	MCFADDIN ET AL.	
	Examiner James Sheleheda	Art Unit 2623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on _____.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-69 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-69 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date <u>3/3/03, 7/15/03, 3/30/07, 10/5/07</u> | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Information Disclosure Statement

1. The information disclosure statement (IDS) submitted on 11/19/02, 03/03/03, 07/15/03, 03/30/07 and 10/05/07 has been considered by the examiner.

Claim Objections

2. Claims 20, 49, 52, 62 and 63 are objected to because of the following informalities:

In claim 20, line 3, "said data control manager" should be changed to --a data control manager--.

In claim 49, lines 3-4, "said designated transmission order" should be changed to --a designated transmission order --.

In claim 52, line 2, "said Internet media player" should be changed to --said media player--.

In claim 62, line 1, "said output device" should be changed to --an output device--

In claim 63, line 1, "said output device" should be changed to --an output device--
Appropriate correction is required.

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

4. Claims 1, 4-7, 10, 12, 13, 20-22, 26, 27, 30, 33, 34, 36, 38-48, 54-59, 62 and 65-69 are rejected under 35 U.S.C. 102(e) as being anticipated by Eldering et al. (Eldering) (6,704,930).

As to claim 1, Eldering discloses a system for delivering a composite information stream over a computer network (Fig. 10 and 11), comprising:

a media delivery device having a media device driver associated therewith (column 8, lines 15-20 and column 3, line 6–column 4, line 30);
a flow control system (AIS, 201) being independent of and communicating with said media delivery device (203, Fig. 11) and with a stored data source (231; column 9, lines 26-36), wherein said flow control system is configured to receive data from said media delivery device and from said stored data source (column 9, lines 37-43), and to control the flow of said media delivery device data and said stored data source (column 9, lines 37-52); and

an encoder communicating with said flow control system to receive said controlled data flow (column 8, lines 23-26 and column 9, lines 37-52).

As to claim 4, Eldering discloses wherein said media delivery device provides live data (column 3, lines 41-46).

As to claim 5, Eldering discloses wherein said media delivery device provides a television broadcast (column 3, lines 41-55).

As to claim 6, Eldering discloses wherein said stored data is downloaded from a web server and stored on a computer linked to said encoder (column 9, lines 5-35 and column 7, lines 56-65).

As to claim 7, Eldering discloses wherein said stored data includes commercial advertisements (column 9, lines 26-35).

As to claim 10, Eldering discloses wherein said flow control system provides updated information about said media delivery device data (column 9, lines 37-52).

As to claim 12, Eldering discloses wherein said flow control system is located in an electronic unit that is physically separate from said media delivery device (column 8, lines 15-20).

As to claim 13, Eldering discloses wherein said flow control system is a software module (column 10, lines 7-27), and further comprising a data control manager software module for passing control instructions to said flow control system (column 10, lines 7-27).

As to claim 20, Eldering discloses wherein said flow control system monitors said media delivery device data for a control signal (indicating program information, target audience and ad opportunities; column 8, line 55-column 9, line 4), and wherein said flow control system signals a data control manager of receipt of said control signal (column 9, lines 37-43 and column 10, lines 7-27), and wherein said data control manager controls said flow control manager in response to said control signal (column 10, lines 7-27).

As to claim 21, Eldering discloses wherein said control signal is an elapsed time (column 8, lines 60-62).

As to claim 22, Eldering discloses wherein said control signal is embedded in said media delivery device data (column 8, lines 54-62).

As to claim 26, Eldering discloses wherein said media delivery device data is a television broadcast (column 3, lines 41-55).

As to claim 27, Eldering discloses wherein said stored data is an advertisement (column 9, lines 26-35).

As to claim 30, Eldering discloses a system for delivering a composite information stream over a computer network (Fig. 10 and 11), comprising:

a plurality of data sources (column 8, lines 15-24 and column 3, line 6–column 4, line 30); and

a flow control system (AIS, 201) configured to:

receive data from two or more of said plurality of data sources (column 9, lines 37-43) and from a data control manager (column 10, lines 7-27),

to selectively control the flow of data received from said plurality of data sources (column 9, lines 37-52) in response to commands from said data control manager (column 10, lines 7-27), and

to pass said controlled data flow to an encoder as a composite information stream (column 8, lines 23-26 and column 9, lines 37-52).

As to claim 33, Eldering discloses wherein at least one of said plurality of data sources is a live data source (column 3, lines 41-46) and at least one of said data sources is a stored data source (column 9, lines 37-43), and wherein said flow control system is configured to communicate with a data control manager to selectively pass, in response to commands from said data control manager (column 10, lines 7-27), data from at least one of said live data sources and from one or more of said at least one stored data sources (column 9, lines 37-52).

As to claim 34, Eldering discloses an encoder configured to receive said selectively passed data to transform said received data into a composite information stream (column 8, lines 23-26 and column 9, lines 37-52).

As to claim 36, Eldering discloses wherein said stored data is downloaded from a web server and stored on a computer linked to said encoder (column 9, lines 5-35 and column 7, lines 56-65).

As to claim 38, Eldering discloses wherein at least one of said plurality of data sources provides live data (column 3, lines 41-46).

As to claim 39, Eldering discloses wherein at least one of said plurality of data sources includes a video feed (column 3, lines 41-46).

As to claim 40, Eldering discloses wherein said video feed is a television broadcast (column 3, lines 41-55).

As to claim 41, Eldering discloses wherein at least one of said plurality of data sources provides stored data (column 9, lines 37-43),

As to claim 42, Eldering discloses wherein said stored data includes commercial advertisements (column 9, lines 26-35).

As to claim 43, Eldering discloses wherein said stored data is located in a file that has been compressed according to motion picture experts group standards (column 8, lines 6-13 and column 4, lines 30-52 and column 10, lines 32-34).

As to claim 44, Eldering discloses wherein said stored data is downloaded from a web server and stored on a computer linked to said encoder (column 9, lines 5-35 and column 7, lines 56-65).

As to claim 45, Eldering discloses wherein said stored data includes commercial advertisements (column 9, lines 26-35).

As to claim 46, Eldering discloses a system for delivering a composite information stream over a computer network (Fig. 10 and 11), comprising:

a plurality of data sources (column 8, lines 15-24 and column 3, line 6–column 4, line 30); and

a flow control system (AIS, 201) which receives data from two or more of said plurality of data sources (column 9, lines 37-43) and selectively passes data from one or more of said plurality of data sources to an encoder (column 9, lines 37-52), and

a media player which receives said data from said encoder and delivers said data to a video display (column 10, lines 27-34).

As to claim 47, Eldering discloses a method of delivering a composite information stream over a computer network (Fig. 10 and 11), comprising:

obtaining data from a plurality of data sources (column 8, lines 15-24 and column 3, line 6–column 4, line 30);

receiving control signals from a flow control system interposed between said plurality of data sources and an encoder (column 9, lines 37-52);

selectively passing data from one or more of said plurality of data sources to said encoder in response to said received control signals (column 9, lines 37-52);

delivering said selectively passed data to said encoder (column 9, lines 37-52);

transforming said selectively passed data into a composite data stream (column 9, line 44-column 10, line 1); and

delivering said composite data stream to a media player (column 9, line 44-column 10, line 1 and column 10, lines 27-34).

As to claim 48, Eldering discloses a method of delivering a composite information stream over a computer network (Fig. 10 and 11), comprising:

designating an order of transmission of data from two or more of said plurality of data sources (column 9, lines 36-52);

inserting said data into an information stream in said designated order (column 9, lines 36-52); and

passing said information stream to said encoder (column 9, lines 36-52).

As to claim 54, Eldering discloses wherein at least one of said plurality of data sources provides live data (column 3, lines 41-46).

As to claim 55, Eldering discloses wherein said live data is a video feed (column 3, lines 41-65).

As to claim 56, Eldering discloses wherein said video feed is a television broadcast (column 3, lines 41-55).

As to claim 57, Eldering discloses wherein at least one of said plurality of data sources provides stored data (column 9, lines 37-43).

As to claim 58, Eldering discloses wherein said stored data is located in a file that has been compressed according to motion picture experts group standards (column 8, lines 6-13 and column 4, lines 30-52 and column 10, lines 32-34).

As to claim 59, Eldering discloses a method of delivering a composite information stream over a computer network (Fig. 10 and 11), comprising:

capturing a first data set (broadcast programming column 8, lines 15-24 and column 3, line 6–column 4, line 30);

receiving a request for transmission of at least a second data set (request to select and include ads; column 8, line 54-column 9, line 25);

designating an order of transmission of the first and at least said second data set (column 9, lines 36-52); and

controlling the flow of data from said first data set and at least said second data set in accordance with said designated order (column 9, lines 36-52).

As to claim 62, Eldering discloses an output device comprising a video monitor (column 10, lines 27-34).

As to claim 65, Eldering discloses wherein at least one of said data sets includes live data (column 3, lines 41-46).

As to claim 66, Eldering discloses wherein a source of said live data is a video feed (column 3, lines 41-65).

As to claim 67, Eldering discloses wherein said video feed is a television broadcast (column 3, lines 41-55).

As to claim 68, Eldering discloses wherein at least one of said data sets delivers stored data (column 9, lines 37-43).

As to claim 69, Eldering discloses wherein said stored data is located in a file that has been compressed according to motion picture experts group standards (column 8, lines 6-13 and column 4, lines 30-52 and column 10, lines 32-34).

Claim Rejections - 35 USC § 103

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

6. Claims 11, 14-18, 28, 35, 37, 49-51 and 64 are rejected under 35 U.S.C. 103(a) as being unpatentable over Eldering '930 in view of Eldering et al. (Eldering) (US 2002/0026638 A1).

As to claim 11, while Eldering '930 discloses stored data, he fails to specifically disclose wherein the data is in an audio video interleaved file.

In an analogous art, Eldering '638 discloses a system for inserting commercials (paragraph 21) wherein the advertisements are in an audio video interleaved (AVI) file (paragraph 37) for the typical benefit of utilizing an industry standard Internet readable format for distribution and display of the video (paragraph 37).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Eldering '930 to include wherein the data is in an audio video interleaved file, as taught by Eldering '638, for the typical benefit of taking advantage of and conforming to existing industry standards.

As to claim 14, while Eldering '930 discloses a flow control system and information related to a desired order of data delivery from said stored data source (column 9, lines 36-52), he fails to specifically disclose a queue for passing information related to the desired order.

In an analogous art, Eldering '638 discloses a system for inserting commercials (paragraph 21) wherein an adjustable queue is created to indicate the desired order for advertisement display (Fig. 3; paragraph 65) for the benefit of allowing more control over the scheduling and the viewing of upcoming advertisements (paragraph 74 and 50).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Eldering '930 to include a queue for passing information related to the desired order, as taught by Eldering '638, so as to provide more control over the scheduling of upcoming advertisements.

As to claim 15, Eldering '930 and Eldering '638 disclose wherein said data control manager passes said control instructions via the Internet (see Eldering '638 at paragraph 62 and 66).

As to claim 16, Eldering '930 and Eldering '638 disclose wherein said queue is remotely alterable (see Eldering '638 at paragraph 62 and 66).

As to claim 17, Eldering '930 and Eldering '638 disclose wherein said queue is altered by transferring information over a computer network (see Eldering '638 at paragraph 62 and 66).

As to claim 18, Eldering '930 and Eldering '638 disclose wherein said queue is altered by downloading information from the Internet (see Eldering '638 at paragraph 62 and 66).

As to claim 28, Eldering '930 and Eldering '638 disclose wherein said queue is an advertisement queue (see Eldering '638 at paragraph 62 and 65).

As to claims 35 and 37, while Eldering '930 discloses a flow control system and information related to a desired order of data delivery from said stored data source (column 9, lines 36-52), he fails to specifically disclose an electronic queue.

In an analogous art, Eldering '638 discloses a system for inserting commercials (paragraph 21) wherein an electronic queue is created to indicate the desired order for advertisement display (Fig. 3; paragraph 65) for the benefit of allowing more control over the scheduling and the viewing of upcoming advertisements (paragraph 74 and 50).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Eldering '930 to include an electronic queue, as taught

by Elderling '638, so as to provide more control over the scheduling of upcoming advertisements.

As to claim 49, while Elderling '930 discloses transferring data sets in accordance with a designated transmission order to said flow control system (column 9, lines 36-52), he fails to specifically disclose placing a plurality of data identifiers in an order and transferring names of data sets that are associated with said data identifiers in said data identifier order.

In an analogous art, Elderling '638 discloses a system for inserting commercials (paragraph 21) wherein an adjustable queue is created to indicate the desired order for advertisement display (Fig. 3; paragraph 65) by placing a plurality of data identifiers in order within the queue (paragraph 46 and 65) and transferring names of data sets that are associated with said data identifiers in said data identifier order (paragraph 63 and 65) for the benefit of allowing more control over the scheduling and the viewing of upcoming advertisements (paragraph 74 and 50).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Elderling '930 to include placing a plurality of data identifiers in an order and transferring names of data sets that are associated with said data identifiers in said data identifier order, as taught by Elderling '638, so as to provide more control over the scheduling of upcoming advertisements.

As to claim 50, Elderling '930 and Elderling '638 disclose

loading a named data set into an encoder (see Eldering '930 at column 9, lines 37-52); and

transmitting said named data set to a media player (see Eldering '930 at column 10, lines 27-34).

As to claim 51, Eldering '930 and Eldering '638 disclose passing said data identifiers to said flow controller (see Eldering '930 at column 9, lines 37-52) in said data identifier order (see Eldering '638 at paragraph 65).

As to claim 64, while Eldering '930 discloses a flow control system and designating a predetermined data transmission order (column 9, lines 36-52), he fails to specifically disclose an electronic queue.

In an analogous art, Eldering '638 discloses a system for inserting commercials (paragraph 21) wherein an electronic queue is created to indicate the desired order for advertisement display (Fig. 3; paragraph 65) for the benefit of allowing more control over the scheduling and the viewing of upcoming advertisements (paragraph 74 and 50).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Eldering '930 to include an electronic queue, as taught by Eldering '638, so as to provide more control over the scheduling of upcoming advertisements.

7. Claims 24, 25, 29, 31, 32, 60 and 61 are rejected under 35 U.S.C. 103(a) as being unpatentable over Eldering '930 in view of Aras et al. (Aras) (5,872,588).

As to claim 24, while Eldering '930 discloses receiving a controlled data flow of data passed to said encoder from said stored data source by said flow controller (controlled insertion of advertisements; column 9, lines 36-52), he fails to specifically disclose a software log of events, said software log being created in response to said data flow, said software log containing a record of said data flow.

In an analogous art, Aras discloses a video distribution system (Fig. 1A) which will create a software log of events (column 7, lines 14-29) in response to received video/data streams (column 7, lines 6-29 and column 13, line 25-column 14, line 24) and which contains a record of the received video/data streams (column 7, lines 6-29 and column 13, line 25-column 14, line 24) for the typical benefit of better monitoring and identifying programming and advertisements viewed by subscribers.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Eldering '930 to include a software log of events, said software log being created in response to said data flow, said software log containing a record of said data flow, as taught by Aras, for the typical benefit of better monitoring and identifying programming and advertisements viewed by subscribers.

As to claim 25, Eldering '930 and Aras disclose wherein said software log is transferable over the Internet (see Aras at column 26, lines 44-62 and Eldering '930 at column 7, line 56-column 8, line 5).

As to claim 29, Eldering '930 and Aras disclose wherein said software log is an advertising log (see Aras at column 11, table IV, column 8, lines 33-67).

As to claim 31, while Eldering '930 discloses a media player communicating with said encoder to receive said composite information stream from said encoder (to playback the media; column 10, lines 27-34), he fails to specifically disclose a data classifier which associates identifiers with said data, an identifier recorder which records the passage of a designated type of data to said media player and an identifier collector which enters a plurality of said recorded passages into a common data file.

In an analogous art, Aras discloses a video distribution system (Fig. 1A) which will create a software log of events (column 7, lines 14-29) in response to received video/data streams (column 7, lines 6-29 and column 13, line 25-column 14, line 24) by classifying the received data with an identifier (column 7, lines 31-67 and column 13, lines 34-51), records the passage of a designated type of data to the display (column 13, lines 34-61) and entering the data into a collection table (column 3, line 59-column 14, line 24) for the typical benefit of better monitoring and identifying programming and advertisements viewed by subscribers.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Eldering '930 to include a data classifier which associates identifiers with said data, an identifier recorder which records the passage of a designated type of data to said media player and an identifier collector which enters a

plurality of said recorded passages into a common data file, as taught by Aras, for the typical benefit of better monitoring and identifying programming and advertisements viewed by subscribers.

As to claim 32, Eldering '930 and Aras disclose wherein said designated type of identifier identifies a commercial advertisement (see Aras at column 8, lines 33-67) and said common data file is an advertising log (see Aras at column 11, table IV).

As to claim 60, while Eldering '930 discloses delivering said controlled flow to a media player (to playback the media; column 10, lines 27-34), he fails to specifically disclose associating identifiers with said data, recording the passage of a designated type of data to said media player and entering a plurality of said recorded passages into a common data file.

In an analogous art, Aras discloses a video distribution system (Fig. 1A) which will create a software log of events (column 7, lines 14-29) in response to received video/data streams (column 7, lines 6-29 and column 13, line 25-column 14, line 24) by classifying the received data with an identifier (column 7, lines 31-67 and column 13, lines 34-51), records the passage of a designated type of data to the display (column 13, lines 34-61) and entering the data into a collection table (column 3, line 59-column 14, line 24) for the typical benefit of better monitoring and identifying programming and advertisements viewed by subscribers.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Eldering '930 to include associating identifiers with said data, recording the passage of a designated type of data to said media player and entering a plurality of said recorded passages into a common data file, as taught by Aras, for the typical benefit of better monitoring and identifying programming and advertisements viewed by subscribers.

As to claim 61, Eldering '930 and Aras disclose wherein said designated type of identifier identifies a commercial advertisement (see Aras at column 8, lines 33-67) and said common data file is an advertising log (see Aras at column 11, table IV).

8. Claims 52 and 53 are rejected under 35 U.S.C. 103(a) as being unpatentable over Eldering '930 and Eldering '638 and further in view of Aras.

As to claim 52, while Eldering '930 and '638 disclose a media player communicating with said encoder to receive said composite information stream from said encoder (to playback the media; column 10, lines 27-34), they fail to specifically disclose recording the passage of an identifier associated with a designated type of named data set to said media player and entering a plurality of recorded passages in a common data file.

In an analogous art, Aras discloses a video distribution system (Fig. 1A) which will create a software log of events (column 7, lines 14-29) in response to received video/data streams (column 7, lines 6-29 and column 13, line 25-column 14, line 24) by

classifying the received data with an identifier (column 7, lines 31-67 and column 13, lines 34-51), records the passage of a designated type of data to the display (column 13, lines 34-61) and entering the data into a collection table (column 3, line 59-column 14, line 24) for the typical benefit of better monitoring and identifying programming and advertisements viewed by subscribers.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Eldering '930 and '638 to include recording the passage of an identifier associated with a designated type of named data set to said media player and entering a plurality of recorded passages in a common data file., as taught by Aras, for the typical benefit of better monitoring and identifying programming and advertisements viewed by subscribers.

As to claim 53, Eldering '930, Eldering '638 and Aras disclose wherein said designated type of identifier is a commercial advertisement (see Aras at column 8, lines 33-67) and said common data file is an advertising log (see Aras at column 11, table IV).

9. Claims 2 and 3 are rejected under 35 U.S.C. 103(a) as being unpatentable over Eldering '930 in view of Aras and Weatherford (7,039,940).

As to claim 2, while Eldering '930 discloses a media player communicating with said encoder to receive said composite information stream from said encoder (to playback the media; column 10, lines 27-34) and displays said data on a video monitor

(column 10, lines 27-34), he fails to specifically disclose utilizing an Internet browser and media player and a data classifier which associates identifiers with said data, an identifier recorder which records the passage of a designated type of data to said media player and an identifier collector which enters a plurality of said recorded passages into a common data file.

In an analogous art, Weatherford discloses a content distribution system (Fig. 2A; column 4, lines 5-15) including a receiver which utilizes an Internet browser with an Internet media player (column 3, lines 25-32) for displaying received streaming video (column 3, lines 25-32) for the typical benefit of allowing the user to access and display streaming audio/video content from a website (column 3, lines 25-32).

Additionally, in an analogous art, Aras discloses a video distribution system (Fig. 1A) which will create a software log of events (column 7, lines 14-29) in response to received video/data streams (column 7, lines 6-29 and column 13, line 25-column 14, line 24) by classifying the received data with an identifier (column 7, lines 31-67 and column 13, lines 34-51), records the passage of a designated by of data to the display (column 13, lines 34-61) and entering the data into a collection table (column 3, line 59-column 14, line 24) for the typical benefit of better monitoring and identifying programming and advertisements viewed by subscribers.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Eldering '930 to include an Internet browser and media player, as taught by Weatherford, for the typical benefit of allowing the user to access and display streaming audio/video content from a website.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Eldering '930 and Weatherford to include a data classifier which associates identifiers with said data, an identifier recorder which records the passage of a designated type of data to said media player and an identifier collector which enters a plurality of said recorded passages into a common data file, as taught by Aras, for the typical benefit of better monitoring and identifying programming and advertisements viewed by subscribers.

As to claim 3, Eldering '930, Weatherford and Aras disclose wherein said designated type of identifier identifies a commercial advertisement (see Aras at column 8, lines 33-67) and said common data file is an advertising log (see Aras at column 11, table IV).

10. Claim 23 is rejected under 35 U.S.C. 103(a) as being unpatentable over Eldering '930 in view of Schmelzer et al. (Schmelzer) (5,424,770).

As to claim 23, while Eldering '930 discloses a control signal identifying where to insert content (column 8, lines 54-62), he fails to specifically disclose wherein the control signal is an audible tone.

In an analogous art, Schmelzer discloses commercial insertion for a video distribution system (column 3, lines 42-62) wherein the incoming signal is monitored for an audio cue tone (column 12, lines 20-34) to indicate the beginning of a commercial

break (column 12, lines 20-34) for the typical benefit of utilizing an industry standard method of indicating commercial break (column 12, lines 20-23).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Eldering '930 to include wherein the control signal is an audible tone, as taught by Schmelzer, for the typical benefit of utilizing an industry standard method of indicating commercial break.

11. Claims 8 and 9 are rejected under 35 U.S.C. 103(a) as being unpatentable over Eldering '930 in view of Hooks et al. (Hooks) (6,169,542).

As to claim 8, while Eldering discloses wherein said flow control system will output advertisements for display, he fails to specifically disclose allowing a user to obtain information about content displayed in said commercial advertisements.

In an analogous art, Hooks discloses a content distribution system (Fig. 1) wherein user's are presented with the option to obtain additional information about content displayed in said commercial advertisements (Fig. 9; column 11, lines 44-65) for the typical benefit of conveniently providing supplemental information desired by consumers (column 1, line 36-column 2, line 35).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Eldering '930 to include allowing a user to obtain information about content displayed in said commercial advertisements, as taught by Hooks, for the typical benefit of conveniently providing supplemental information desired by consumers.

As to claim 9, Eldering '930 and Hooks disclose wherein said flow control system allows a user to order products or services that are associated with said content (see Hooks at Fig. 9; column 11, lines 44-65).

12. Claim 63 is rejected under 35 U.S.C. 103(a) as being unpatentable over Eldering '930 in view of Ludtke (6,154,206).

As to claim 63, while Eldering '930 discloses an output device (column 10, lines 27-34), he fails to specifically disclose wherein the output device is a personal digital assistant (PDA).

In an analogous art, Ludtke discloses a content distribution system (column 4, lines 24-56) wherein the output device for display may include a personal digital assistant (column 5, line 62-column 6, line 12) for the benefit of providing the user with numerous options for media display (column 5, line 62-column 6, line 12) and the convenience of a portable display device.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Eldering '930 to include wherein the output device is a personal digital assistant (PDA), as taught by Ludtke, for the benefit of providing the user with numerous options for media display and the convenience of a portable display device.

13. Claim 19 is rejected under 35 U.S.C. 103(a) as being unpatentable over Eldering '930 and '638 in view of Kozdon (6,385,192).

As to claim 19, while Eldering '930 and '638 disclose altering the queue based upon received signals, they fail to specifically disclose pressing buttons on a telephone key pad.

In an analogous art, Kozdon discloses a communication system (Fig. 3) wherein keypad buttons on a telephone are utilized to generate signals for transmission over the Internet (column 4, lines 24-33) for controlling a remote computer system (column 1, lines 22-35) for the typical benefit of allowing remote computer access through widely distributed and convenient telephone systems.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Eldering '930 to include pressing buttons on a telephone key pad, as taught by Kozdon, for the typical benefit of allowing widely known and utilized telephones to conveniently access a remote computer system.

Conclusion

14. The following are suggested formats for either a Certificate of Mailing or Certificate of Transmission under 37 CFR 1.8(a). The certification may be included with all correspondence concerning this application or proceeding to establish a date of mailing or transmission under 37 CFR 1.8(a). Proper use of this procedure will result in such communication being considered as timely if the established date is within the required period for reply. The Certificate should be signed by the individual actually depositing or transmitting the correspondence or by an individual who, upon information and belief, expects the correspondence to be mailed or transmitted in the normal course of business by another no later than the date indicated.

Certificate of Mailing

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to:

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

on _____.
(Date)

Typed or printed name of person signing this certificate:

Signature: _____

Registration Number: _____

Certificate of Transmission

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office, Fax No. () _____ - _____ on _____.
(Date)

Typed or printed name of person signing this certificate:

Signature: _____

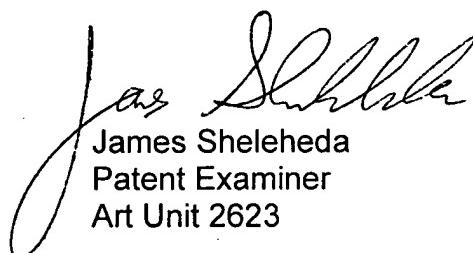
Registration Number: _____

Please refer to 37 CFR 1.6(d) and 1.8(a)(2) for filing limitations concerning facsimile transmissions and mailing, respectively.

15. Any inquiry concerning this communication or earlier communications from the examiner should be directed to James Sheleheda whose telephone number is (571) 272-7357. The examiner can normally be reached on 9:00-5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Kelley can be reached on (571) 272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



James Sheleheda
Patent Examiner
Art Unit 2623